



Administration and Support

Chapter 7

The business function of the department provides direction and support that helps the rest of the department's programs function

The Fish & Wildlife Account paid 21 percent* or \$6.5 million of the department's \$31.6 million administration and support budget and 84 of its 354 positions.

The remaining 270 positions and \$25.1 million are provided through general purpose tax revenue, the Environmental Fund, Clean Water Fund, Recycling Fund, Petroleum Storage Cleanup Fund, Dry Cleaner Fund, and the rest of the Conservation Fund.

*Note: The 21 percent figure is a portion of the DNR's entire budget, which includes the Fish and Wildlife Account and many other funding sources. The actual percentage of the Fish and Wildlife Account spent on administration and support is much lower, as required by law. Under Wisconsin statutes, DNR spending from the Fish and Wildlife Account to cover administrative costs may not exceed 16 percent of expenditures from the Fish and Wildlife Account in a fiscal year.

Administration and support (Chapter 7 of this report) expenditures from the Fish and Wildlife Account for 2003-2004 totaled \$6.5 million, or 7.6 percent of total Fish and Wildlife Account expenditures that fiscal year. Regional Management costs (Chapter 6) also are administrative costs. Regional Management expenditures for 2003-2004

totaled \$1.4 million, or 1.6 percent of total Fish & Wildlife Account spending that year.

How is Administration funded?

Funding source	\$ (in millions)	%
Fish & Wildlife Account	6.5	21
Rest of Conservation Fund	12.1	38
General Fund	9.1	29
Environmental Fund	1.5	5
Recycling Fund	0.4	1
Petroleum Storage Cleanup Fund	0.1	<1
Clean Water Fund	1.8	6
Dry Cleaner Fund	0.1	<1
Total	31.6	100

Where does your Fish & Wildlife money go?

Meet with fishing and hunting organizations, government agencies, legislators and the public

Provide legal services

Administer programs funded by fish and wildlife account

Manage collective bargaining, recruiting and hiring

Provide computer support and develop technology solutions for government and public needs

Pay bills and manage payroll, benefits and financial records

Communicate with the public, educate children, reach teachers and involve citizens in decisions

Manage and distribute grants

Provide mail services and distribute publications

Combined, spending from the Fish and Wildlife Account on administration and support, plus regional management, totaled \$7.9 million in 2003-2004, or 9.3 percent of total expenditures from the Fish and Wildlife Account. That puts those expenditures well within the 16 percent maximum state statutes mandate.

Budget reductions in 2003-2004

Fourteen positions were eliminated from administration and support functions funded by the Fish & Wildlife Account during the two-year state budget period, 2003-2005.

What did your money accomplish in 2003-2004?

Meet with fishing and hunting organizations, government agencies, legislators and the public: Significant amounts of time again were spent this year meeting and talking with partners on Wisconsin natural resource issues, programs and funding.

Future of hunting, fishing and trapping: The department continued work outlined in the Future of Hunting, Fishing and Trapping 2020 Plan. More than 1,000 people participated in more than 50 "Learn to Hunt" programs and 136 angler education programs and clinics, including 7,764 youths. In addition, three Wisconsin angler education instructors received \$5,000 Physical Education grants to implement or enhance fishing in their school curricula, and conservation partners were able to keep open over 30,000 acres of leased public hunting lands in southeastern Wisconsin through donations and grants.

Provide legal services: Our legal services staff draft administrative rules and statutory language; develop contracts for land purchases, animal damage and land rights; interpret laws and represent fish and wildlife programs in a variety of legal actions.

Administer programs funded by Fish & Wildlife Account: Administrators lead and direct the staff who perform the services that support Wisconsin's fish and wildlife programs. They work with the Natural Resources Board, Governor's Office, Legislature, Wisconsin's members of Congress, local, state and federal government agencies and numerous conservation and natural resources organizations and citizens.

Manage our workforce: 829 of the 2,823.75 employees who work for the DNR are funded by Fish & Wildlife dollars. We have a strong commitment to our staff, who work diligently to protect Wisconsin's hunting and fishing heritage. Our leadership development training program prepares current employees to become leaders in carrying out the department's mission in the future.

Provide support for technology that continues to play an important role: Recommend standards for computer equipment and programming that help staff manage species and habitat, provide efficient enforcement of laws and move us toward e-government where information, licenses and other services are readily available to citizens online.

More of the DNR's information and services are being designed for the Internet for customer convenience and to reduce costs. Citizens can now use the Internet to review and comment on agency rulemaking, subscribe to receive weekly news packets, purchase hunting and fishing licenses, and check on preference winner status or the results of deer sampling. You can also visit the DNR Web site to learn more about how the department uses your hunting and fishing license fees at dnr.wi.gov/invest.

Pay bills and manage payroll, benefits and financial records: Maintaining good financial records, managing efficient financial processes and systems, paying bills and providing payroll and benefits to our employees are vital to our organization. With current budget conditions, continued administrative efficiency remains critical.

Communicate with media, citizens and teachers and involve citizens in decisions:

Our weekly news packet, including several special editions on chronic wasting disease, hunting and fishing, was sent to 1,000 media outlets that published or broadcast stories reaching citizens statewide. We began moving toward electronic distribution to save printing and mailing costs.

Wisconsin Natural Resources magazine, which covers all of its own staff, production, distribution and promotion costs from subscription revenues. Now in its 28th year of publishing, the magazine has a paid circulation of 114,000. Its Web site, www.wnrmag.com has links to every story included in the magazine since 1995. The site receives about 700,000 visits a year, and is popular for browsing and research. The magazine also sends out free monthly electronic newsletters to interested subscribers sharing interesting and timely information.

Environmental Education for Kids (EEK!)

our award-winning online magazine for kids (dnr.wi.gov/eeek), continues to help children both in school and at home learn more about Wisconsin's natural resources. EEK! recorded more than 1.5 million user sessions in 2004. It continues to be popular with both children and their teachers. The DNR supports educational content of the TV program for kids, *Into the Outdoors*, produced with Discover Media Works, Inc., won its second Emmy award and began its fifth year of broadcast on commercial TV stations in Wisconsin and neighboring states.

"Dear DNR for kids: "I am a 4th grade teacher in Rhinelander, Wisconsin. I have used your site for quite a few years to enable my students to get information about state plants and animals so they can use technology to create a group "field guide" as a science/technology project. Thanks for the great info that kids can understand."

Manage and distribute grants: Local government and nonprofit groups, clubs and individual citizens play important roles in protecting and enhancing Wisconsin's environment and providing recreational opportunities. We manage and distribute Fish & Wildlife Account funds as grants to help others improve habitat, acquire land and protect stream banks.

Provide mail services and distribute publications: Our mail and publications staff make sure our customers get the publications they request. We also are responsible for delivering mail to the DNR central office in Madison, our 31 service centers and other state and federal agencies. In 2004 we distributed about 3.8 million fishing, deer hunting, small game hunting, trapping, boating, snowmobile, ATV and various other regulation pamphlets plus 4.7 million publications and forms. We also sent class materials for about 52,800 students in hunter, boating, ATV and snowmobile law enforcement safety programs.